

# **The Impact of Social Media Marketing Campaigns on Consumer Perceptions of the Food Animal Industry.**

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# **The Impact of Social Media Marketing Campaigns on Consumer Perceptions of the Food Animal Industry.**

## **Abstract**

In today's society, most consumers are generations removed from agriculture. Many Americans are uninformed in the areas of animal husbandry and production, food safety, and animal welfare. Today's media can negatively impact consumer's perception on animal agriculture by providing unsupported facts regarding the raising of livestock. Research is needed to determine the impact a marketing campaign can have on an audience's perceptions of animal production and welfare. The purpose of this study was to assess the impact of social media marketing campaigns on undergraduate students. Students enrolled in Animal Sciences 2200.01 and Animal Sciences 4597 at The Ohio State University were electronically sent a survey using an online diagnostic survey tool. The survey consisted of a demographic analysis and an assessment of a social media campaign produced by Chipotle Mexican Grill Inc. This campaign, which is distributed solely through social media, attempts to address consumer concerns about the current state of animal production and welfare. The results from this study can be used to examine how demographics effect student consumer perceptions of the food animal industry, and additionally understand how to develop effective marketing techniques.

## **Introduction**

At its beginnings, the United States of America relied heavily on agriculture, with colonies established around the production of crops and raising of livestock. For decades, as the country developed, farming was considered a chief profession. Many universities were established as land-grant institutions, with a basis in educating students in advancements in the field of agriculture. However, the demographics of American society have changed dramatically since the 19<sup>th</sup> century. According to a census conducted by the U.S. Environmental Protection Agency in 2007, only 1% of Americans identified farming as an occupation, and only about 2% of the population is categorized as living on a farm (Demographics, 2013). Americans are becoming more removed from the agricultural industry, and are dependent on only a small percentage of the population for the production of animal based products. This distance between consumers

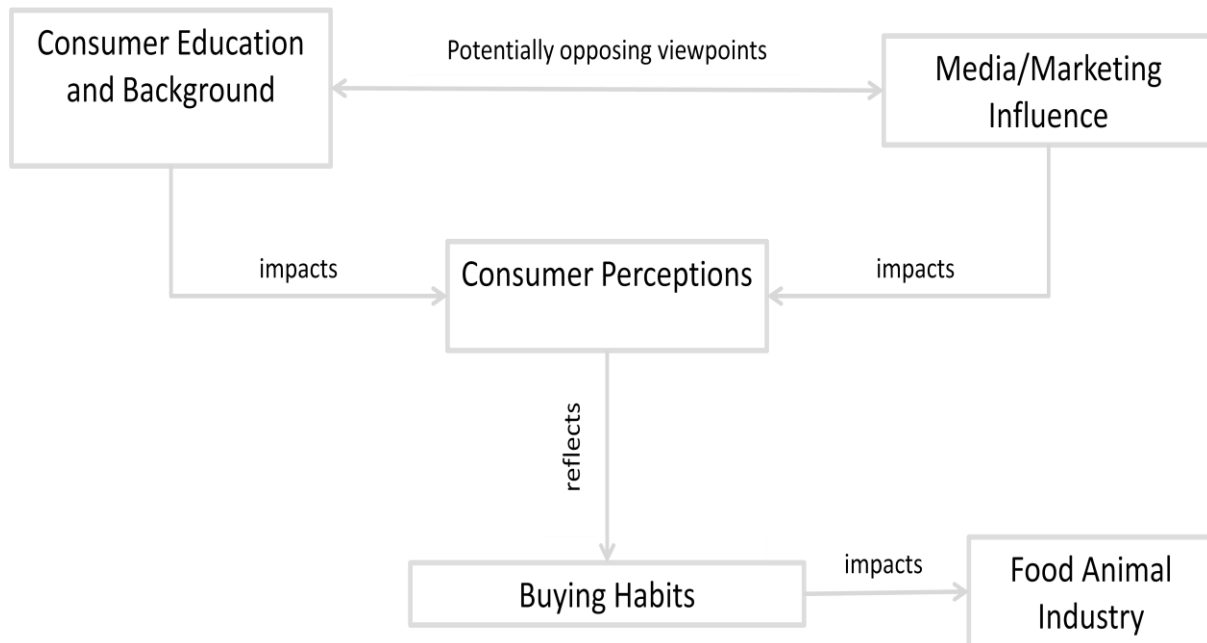
and the food animal industry proves to have consequences on perception of animal production, welfare, and food safety.

Vanhonacker et. al., 2008, examined the differences in perspectives regarding animal welfare between farmers and study participants with other occupations. Accordingly, study participants who classified themselves as members of non-farming professions described the state of animal welfare as problematic, while self-identified members of the farming profession viewed animal welfare as satisfactory. This study emphasized the distance between the views of the general population and the views of farmers in charge of raising livestock and highlighted the need for providing education to bridge this gap for consumers, to make calculated decisions when purchasing animal products.

According to Boogaard, et. al., (2005), past emotional experiences with animals are significant in determining a person's perception of animals. As shown in their study, participants without an agricultural background or limited animal experience had less positive views of the life quality of farm animals. With only 2% of today's population reporting to be involved with the farming, most consumers are unfamiliar with the profession and common agricultural practices. Therefore these consumers are likely to turn to social media for their information regarding animal management and welfare.

Indeed, according to a study by the company Chadwick Martin Bailey (2010), the media continues to prove to be a strong influence on consumers' perceptions. In a survey of over 1,500 adults, it was found that 60% of people surveyed who were fans of a brand on Facebook and 79% of people who follow a brand on Twitter, were more likely to buy from that brand. Today, some marketing campaigns are targeted to an audience generations removed from agriculture. As a result, consumers frequently develop misconceptions and uninformed opinions regarding the livestock industry. The media and marketing companies, especially with the advent of the internet and social media, have the ability to rapidly spread information about their campaigns. With the ultimate goal of selling their products, marketing campaigns look to target consumer emotions. Uneducated consumers may be persuaded to buy a product based on marketing claims that are not supported by scientific evidence.

## Conceptual Framework



## Problem Statement

As the generations span and Americans migrate towards urban environments, consumers are becoming more removed from the agricultural industry. This physical gap between Americans and the production of their food has led to consumers making uninformed decisions about the animal products they are utilizing. Many Americans today are given little introduction into the areas of animal husbandry and production, food safety, and animal welfare. The ranging demographics of the sample population have an impact on the knowledge of common animal husbandry practices and welfare. Today's media can also have a negative impact, by providing information to consumer that lacks substantial supporting evidence. In an attempt to address the misconceptions held by society, research is needed to determine the impact a marketing campaign can have on an audience's perceptions of animal production and welfare.

## **Objectives**

The objective of the study was to assess the impact of social media marketing campaigns on undergraduate students. This study was designed to accomplish the following:

- Explain the effect of social media marketing campaigns on student perception of the food animal industry.
- Explain the effect of demographic characteristics on student perception of the food animal industry.
- Understand effective educational methods and marketing techniques in the food animal industry.

## **Materials and Methods**

For this study, an online survey tool (Appendix A) was used to invite students enrolled in Animal Sciences 2200.01: Introductory Animal Sciences (n=175) and Animal Sciences 4597: Contemporary Animal Use Issues (n=125) at The Ohio State University during the Spring 2015 semester. Animal Sciences 2200.01 and Animal Sciences 4597 are required courses for students in the animal sciences program, as well as fulfill a science general education requirement for students in other majors. Students enrolled in the 2200.01 course are typically new to the department, and enrollment in the 4597 is limited to students with junior or senior status. Surveying students in these courses allowed for the representation of the viewpoints of a wide range of ages and programs of study. The survey was open for response for two weeks. At the end of the first week, three days prior, and one day prior to the end of the survey, a reminder email was sent to notify participants. Survey data was collected anonymously and identifiers (names, IDs, and email addresses) were not be included in the data set. The survey consisted of a demographic analysis of respondents (14 total questions), an assessment before viewing the social media campaign (4 questions), a link to view the video, and an assessment after viewing the video (12 questions). Participation in this survey was completely voluntary, and students received no incentive for participating in this study. Responses for this study were collected, and no personally identifying information was included in the data set. For this study, the data, including the demographic variables and survey responses was analyzed. The responses to the

survey questions were examined for factors that contribute to a participant's perception of the accuracy of the social media campaign. The survey was administered to a large population of students, and was standardized through a pilot study (n=10) to reduce threats to internal validity. The campaign utilized in this survey was the Chipotle Scarecrow Campaign (CSC) launched in 2013. Founded in 1993, Chipotle Mexican Grill Inc. is a fast-growing company that has thousands of franchises established throughout the United States. The company has publically made the commitment to "serve food with integrity" (The Scarecrow, 2013). The Scarecrow Campaign consists of short film and complimentary game that can be downloaded straight to mobile devices. This campaign, which is targeted at social media users, aims to educate consumers about the current state of animal production and welfare. This campaign was chosen for consumers' familiarity with the brand, and the national attention this campaign has received over the past year.

## **Results and Discussion**

### **Sample**

Of the 290 students presented the survey, a total of 77 responses were recorded. A total of 21 responses were deemed invalid, as survey participants terminated the survey before it was completed. These responses were removed from the data set, and the following results only reflect information gathered from complete survey responses. A total of 56 complete survey responses were recorded. Of the complete responses, 40 were submitted from students enrolled in Animal Sciences 4597 (n=129), and 16 responses were submitted from students enrolled in Animal Sciences 2200.01 (n=161). The total complete response rate for the survey was 19.31%. The total response rate for students enrolled in Animal Sciences 4597 and Animal Sciences 2200.01 were 31.01% and 9.94%, respectively.

Table 1. Demographic Characteristics of the Population

<i>Variable</i>	<i>Total Respondents</i>	<i>Frequency</i>
<b><i>Age Reported in Years</i></b>		
18	1	1.79 %
19	7	12.50 %
20	16	28.57 %
21	17	30.36 %
22	8	14.29 %
23	4	7.14 %
26	1	1.79 %
29	1	1.79 %
35	1	1.79 %
<b><i>Gender</i></b>		
Male	16	28.5 7%
Female	40	71.43 %
<b><i>Class Rank</i></b>		
Freshman	5	8.93 %
Sophomore	9	16.07 %
Junior	19	33.93 %
Senior	23	41.07 %

The range of ages reported by survey participants (n=56) was 18-35 years. The average age of participants was 21 years and the median age was 21 years. Of the total respondents (n=56), 71.43% of respondents identified as female (n=40) and 28.57% of respondents identified as male (n=16). Of the total respondents (n=56), 8.93% of respondents reported a freshman class ranking (n=5), 16.07% reported a sophomore class ranking (n=9), 33.93% reported a junior class ranking (n=19), and 41.07% reported a senior class ranking (n=23).

Due to the limited participation received for this survey, Rao-Scott Chi-Square Testing and ANOVA statistical analysis was not performed on the results. Lack of incentive for survey respondents most likely resulted in a lack of participation. Additionally, the majority of



respondents are enrolled in the College of Food, Agricultural, and Environmental Sciences. As a result a limited variety of majors represented in this study, it cannot be said that the results of this survey can be applied to the majority of the student population of The Ohio State University. Furthermore the average age of the survey participants (range 18-35 years) was only 21 years of age, and the results of this data cannot be necessarily applied to consumers of older ages. Moving forward with this research, introducing this study to students across the university could possibly reveal a more accurate representation of the collegiate student demographic.

## Social Media Usage

Table 2. Social Media Site on Which Respondent Has an Active Account

<i>Response</i>	<i>Total Respondents</i>	<i>Frequency</i>
Facebook	53	94.64 %
Instagram	38	67.68 %
Pinterest	30	53.57 %
Twitter	28	50.00 %
Youtube	18	32.24 %
LinkedIn	12	21.43 %
Tumblr	8	14.29 %
Google+	6	10.71 %
Other	2	3.57 %
None	1	1.79 %

An objective of this study was to explain the effect of social media marketing campaigns on student perception of the food animal industry. In today's technologically dependent society, it is not surprising that many companies are utilizing the Internet to market their products. One of the most prevalent ways to display information to consumers is through social media, which are websites and applications that allow users to

share information with other people. Through social media information can be shared almost instantaneously, and social media networking sites are widely used by hundreds of thousands of people across the globe. In this study, it was found that 98.21% of participants regularly used at least some form of social media (n=55). As so many students today are utilizing social media technology, it emphasizes the considerable impact that companies can have influencing their customers through the Internet.

Table 3. Social Media Site Where Participant Previously Viewed CSC*			When asked if they were previously familiar with the Chipotle Scarecrow
<i>Response</i>	<i>Total Respondents</i>	<i>Frequency</i>	
Facebook	17	94.64 %	
Youtube	10	45.45 %	
Twitter	6	27.27 %	
Instagram	1	1.79 %	
Other	1	1.79 %	

Campaign (CSC), 44.64% of respondents said they had previously viewed the video before beginning the survey (n=25). Of the respondents that had previously viewed the video, 94.64% (n=17) had seen the video presented on the social media networking site, Facebook.

Additionally, the data indicates that Facebook was the most common website utilized by the survey demographic (n=53 or 94.64%).

Table 4. Likelihood to View a Video Available on Social Media		
	<i>Total Respondents</i>	<i>Frequency</i>
<b><i>Likelihood to view a video posted by a business or organization</i></b>		
Very Likely	2	3.57 %
Likely	18	31.14 %
Neutral	23	41.07 %
Unlikely	8	14.29 %
Very Unlikely	5	8.93 %
<b><i>Likelihood to view a video posted by a friend or follower</i></b>		
Very Likely	12	21.43 %
Likely	28	50.00 %
Neutral	14	25.00 %
Unlikely	0	0.00 %
Very Unlikely	2	3.57 %

Companies are utilizing individual consumers to spread information through their network of peers who are also active social media users. While only 42.86% of study participants responded to actively seeking information from businesses through social media (n=24), 71.43% of respondents (n=40) said they would be “likely” or “very likely” to view a video that was posted to a social media site by another active user with whom the respondent had access to the active user’s information. Through this “word of mouth” aspect of social media, marketing companies need only personally reach out to a small percentage of the population in order to spread their message to the majority of the population. It was also found in this study, that 35.71% of respondents (n=20) believed that the CSC would affect the purchasing patterns of their friends. This shows that even if a certain individual believes they were unaffected by the CSC, they do not deny its effectiveness to persuade other viewers.

### Relationship between Demographic Background and Responses

Table 5. Demographic Characteristics of the Population

<i>Variable</i>	<i>Total Respondents</i>	<i>Frequency</i>
<b><i>Reported Major or Program of Study</i></b>		
Animal Sciences or Meat Sciences*	34	60.71 %
Agricultural Business and Applied Economics*	6	10.71 %
Agricultural Systems Management*	2	3.57 %
Agricultural Science Education*	1	1.79 %
Agronomy*	1	1.79 %
Biology	1	1.79 %
Chemistry	1	1.79 %
Criminology	1	1.79 %
Culinary Science*	1	1.79 %
Food Business Management*	1	1.79 %

History	1	1.79 %
Marketing	1	1.79 %
Speech and Hearing Sciences	1	1.79 %
Sport Industry	1	1.79 %
Strategic Communications	1	1.79 %
Sustainable Plant Systems*	1	1.79 %
Zoology	1	1.79 %

### ***Background***

Rural	35	62.50 %
Suburban	17	30.36 %
Urban	4	7.04%

### ***Agricultural Organization Participation***

Yes	31	55.36 %
No	25	44.64 %

\*Denotes a major or program of study that is incorporated in The Ohio State University's College of Food, Agricultural, and Environmental Sciences (CFAES). Of the survey participants (n=56), 83.93% are enrolled in a CFAES program of study (n=47). The remaining population of survey respondents (n=9) are not enrolled in CFAES, and represent 16.07% of the surveyed population. Of the total respondents (n=56), 62.50% of respondents reported spending the majority of their life in a rural environment (n=35), 30.36% reported from a suburban environment (n=17), and 7.04% reported from an urban environment (n=4). Of the total respondents (n=56), 55.36% of respondents identified as agricultural education organization participants (n=31), and 44.64% of respondents identified as having never participating in an agricultural education organization (n=25).

One of the objectives of this study was to explain the effect of a candidate's demographic characteristics on their perception of the food animal industry. Of the 56 total respondents, 62.50% reported spending the majority of their life in a rural environment (n=35). An examination of the survey responses indicate that there is an inclination from students who identify with a rural background to be less supportive of the visual claims made by the CSC. These results may stem from the fact that more respondents deriving from a rural background reported to being previously involved in an agricultural education association, such as Future Farmers of America (FFA) or 4-H. Common activities in these organizations include judged livestock competitions, therefore from an early age members are exposed to common livestock

raising practices. These organizations, which also promote a foundation in agriculture and leadership, have members that are located predominately in rural areas. For example, 68.0% of FFA members live in rural and farming communities (“Statistics”, 2015). Although some suburban (n=2) and urban (n=1) participants responded they have also been involved in an agricultural education organization, it is not a significant proportion of the population. Participation in these agricultural programs may indicate why a higher proportion of rural respondents (91.42%) reported to be enrolled in a major or program of study that is incorporated into The Ohio State University’s College of Food, Agricultural, and Environmental Sciences (CFAES). However, this survey was also only presented to students enrolled in courses within CFAES, therefore it cannot be assumed that the majority of rural students enrolled at The Ohio State University choose to enroll in CFAES programs. Nevertheless it can be supposed that, as a result of their familiarity with agriculture, the largest proportion of students enrolled in CFAES programs identify with a rural background. From the survey it is seen that of the population of respondents enrolled in Animal Sciences or Meat Sciences programs (n=34, or 60.71%), 58.82% of these students are from a rural background. Both the Animal Science and Meat Science majors provide students with a curriculum that focuses heavily on animal management, production, and welfare. It is therefore unsurprising that participants (even those from suburban and urban backgrounds) enrolled in these programs showed a lower tendency to support the portrayal of the animal industries presented in the CSC.

### Response to the Portrayal of the Agricultural Industry

Table 6. How Sustainable is the Agricultural Industry Today?			Sustainability, which is defined within the survey as the idea that the environment, public health, animal welfare, etc. is protected in the production of agricultural products, is an idea that is at the forefront of many agriculturally related campaigns. At its core, the CSC is trying to convince
<i>Response</i>	<i>Total Respondents</i>	<i>Frequency</i>	
Very Sustainable	2	3.57 %	
Sustainable	28	50.00 %	
Neutral	15	26.79 %	
Unsustainable	10	17.86 %	
Very Unsustainable	1	1.79 %	

campaign viewers that current practices are not sustainable. Before viewing the CSC, participants were asked their opinion on the current state of sustainability in the overall agricultural industry. The majority of students (53.57% or n=30) believe that current agricultural practices are “very sustainable” or “sustainable”, whereas only 19.64% (n=11) believed that current practices are “unsustainable” or “very unsustainable”. Given the rural demographic nature of the surveyed population, these results were expected, with only 26.79% (n=15) of respondents replying “neutral”.

Table 7. Response to the Accuracy of the Portrayal of Certain Agricultural Industries

<i>Response</i>	<i>The Dairy Industry</i>	<i>The Poultry Industry</i>	<i>The Industrialized Production of Crops</i>	<i>The Food Processing, Manufacturing, and Packaging Industry</i>
Completely Accurate	0.00 %	1.79 %	1.79 %	7.14 %
Accurate	14.29 %	17.86 %	23.21 %	17.86 %
Neutral	23.21 %	17.86 %	16.07 %	21.43 %
Inaccurate	17.86 %	21.43 %	26.79 %	30.36 %
Completely Inaccurate	44.64 %	41.07 %	32.14 %	23.21 %

The video offers negatives portrayals of the current state of the dairy and poultry industries, the industrialized production of crops, and the food processing and manufacturing industry. From the study 62.5% of the participants believe that Chipotle’s portrayal of the dairy industry is “inaccurate” or “completely inaccurate” (n=35). While none of the respondents reported the portrayal as “completely accurate”, 14.3% did believe the video provided some truth, and so rated the depiction as accurate. As with the portrayal of the dairy industry, 62.5% of respondents thought the video was “inaccurate” or “completely inaccurate” with the depiction of the poultry industry (n=35). Though, it should be reiterated that the majority of students in this study are enrolled in agriculturally related degrees. As such, with their current knowledge of the agricultural industries students may view the animation of the video as a misconstrued representation of the agricultural industry today. For example, the video displays a chicken,

which after having been injected with a green solution, drastically increases in size. It can be assumed from the context of the video, the scene is meant to highlight the use of artificial growth hormones within the food animal industry. While the use of growth hormones is of current controversy, the use of hormones in the poultry industry has been banned by The Food and Drug Administration since the 1960's (Watkins, 2012). However, by not explicitly stating hormones are being used, Chipotle is able to benefit from an audience that is largely uninformed of current agricultural practices, and is unaware of the illegality of the use of growth hormones in poultry. Compared to the survey participant's responses regarding the animal agricultural industry, respondents believed the CSC provided overall more "accurate" or "completely inaccurate" representation of crop production (25% or n=14) and food manufacturing (25% or n=14).

Ultimately, when asked to respond to the video in one sentence, survey responses were categorized into major themes. The largest majority of responses could be assumed to summarize a negative perception of the CSC. Many of these responses found the video provided a distorted view of the agricultural industry, for example:

"Chipotle has painted a very distorted image of the industry to better themselves"

In addition, many of the respondents believed that the CSC was a manipulative ploy that provided a poor representation of the actual practices used within the agricultural industry. These students claim the following:

"I feel like its meant to manipulate the viewers emotions into thinking that Chipotle is somehow humane and sustainable."

"It completely stereotypes farms and doesn't have any point of factual data to the video. It doesn't even show what the majority of farms really are like. If America wants to eat than they should start appreciating farmers rather than asking to not be fed."

These responses come to contrast the responses from participants, who while in the minority, viewed the video in a positive light included the following:

“I thought it was a fair representation of what the industry has become and what companies like chipotle are trying to combat.”

“The video illustrates the view of society about what agriculture is and clearly illustrates an idealized view of what it should be.”

While it is not surprising that the majority of the students involved in this survey provided harsh criticisms of the CSC, some did not necessarily deny the efficacy of the video as a marketing technique with their responses.

“It is a view on agriculture that is created by people who don't understand it. The general public does not very often take the time to really educate themselves on subjects they don't understand. From Chipotle's standpoint it is an excellent marketing campaign because they can easily manipulate people to believe in this view and want to buy their product more.”

### **Efficacy of the Scarecrow Video as a Marketing Technique**

The ultimate goal of this video is to persuade viewers that Chipotle is an agriculturally sustainable company that is striving to provide consumers with healthy and “responsibly raised” products. To do so, Chipotle enhanced the Scarecrow Campaign by developing a poignant video utilizing Academy Award-winning animators and a classic song performed by a Grammy-winning artist.



Table 8. Efficacy of CSC Video As a Marketing Strategy		
<i>Response</i>	<i>Total Respondents</i>	<i>Frequency</i>
<b><i>Efficacy of Lack of Narration</i></b>		
Very Effective	11	19.64 %
Effective	25	44.64 %
Neutral	16	28.57 %
Ineffective	3	5.36 %
Very Ineffective	1	1.79 %
<b><i>Efficacy of Background Music</i></b>		
Very Effective	16	28.57 %
Effective	29	51.79 %
Neutral	9	16.07 %
Ineffective	2	3.57 %
Very Ineffective	0	0.00 %
<b><i>Efficacy As a Marketing Strategy</i></b>		
Very Effective	3	5.36 %
Effective	15	26.79 %
Neutral	11	19.64 %
Ineffective	8	14.29 %
Very Ineffective	19	33.93 %

In an attempt to understand the effectiveness of the cinematic choices made for the CSC, survey participants were asked to rate the effectiveness of the lack of narration, background music, and of the video as marketing strategy as a whole.

Effectiveness was defined as the ability of the video to make the viewer more likely to purchase Chipotle products. While the majority of video participants did not agree with the message of the CSC,

64.3% (n=36) and 80.4% (n=45) agreed the video was “effective” or “very effective” in regards to the lack of narration and choice of background music, respectively. When asked to respond openly to the video some students said reported along the lines of the following:

“I found the art cute and the story really funny.”

“It seems somewhat aimed towards children.”

If the presentation of the CSC was truly geared towards children as the comments claim, the idea can be presented that children are also affected by marketing campaigns, even ones designed to reach the adult consumer. In regards to the marketing strategy as a whole, only 32.1% (n=18) believed the CSC was “effective” or “very effective”. This is unsurprising given the fact that many of the students surveyed were not in support of the message of the CSC.

Table 9. Frequency Respondents Purchase Products from  
Chipotle Establishments

<i>Response</i>	<i>Total Respondents</i>	<i>Frequency</i>
Frequently	4	7.14 %
Occasionally	33	58.93 %
Never	19	33.93 %

Table 10. Likelihood of Respondent To Purchase Chipotle  
Products After Viewing the CSC

<i>Response</i>	<i>Total Respondents</i>	<i>Frequency</i>
Very Likely	3	5.36 %
Likely	13	23.21 %
Neutral	12	21.43 %
Unlikely	9	16.07 %
Very Unlikely	19	33.93 %

Additionally, participants were asked before viewing the video to report how often they purchased products from Chipotle establishments, with 7.1% (n=4), 58.9% (n=33), and 33.9% (n=19) responding “frequently”, “often”, and “never” respectively. After viewing the video, only 28.5% (n=16) of students said they would be “likely” or “very likely” to purchase from Chipotle establishments. While some remained “neutral” (21.4% or n=12), the majority said they

would be “unlikely” or “very unlikely” to purchase (50% or n=28). Given how the majority of respondents, who after viewing the video, seemingly will decline to patronize Chipotle in the near future, it brings into question of efficacy of the CSC as a marketing strategy. However, again due to the nature of the population, the effectiveness of the CSC as a whole can possibly only be applied to the rural population.

## **Conclusion**

From this study conclusions can be drawn for the future of the social media marketing, as well as the agricultural industry. The results of this study highlight the pervasiveness of the social media amongst not only today's college students, but the majority of the adult consumers. The number of social media marketing campaigns is increasing, and they offer a quick and effective way to reach a substantial portion of consumers. In the years to come, it is predicted that social media will continue to have profound effect on the majority of consumers who are utilizing technology and the internet. Additionally it can be surmised from these results an individual's demographic characteristics have a profound effect on the participant's perspective of the Chipotle Scarecrow Campaign. Students who have experienced living in a rural environment, or are pursuing a degree in an agricultural related field, are less likely to support claims made by Chipotle in regards to their view on the sustainability of agriculture and animal production. Those who don't agree with arguments and portrayals made by the video are not regularly consuming Chipotle products. Chipotle is therefore losing this consumer basis, which can be surmised from the data is a majority of rural consumers who are engaged in some capacity with the agricultural industry. In order for companies to engage these consumers, they will need to develop marketing campaigns that are not perceived to portray the agricultural industry as corrupt, inhumane, or immoral. For companies that are hoping to reach out to these rural consumers and integrate them into their clientele, their marketing strategies will need to incorporate the respectable and moral aspects of current agricultural practices, so as not to seem like the campaign is a personal attack on those whose livelihood depends on agriculture. Furthermore, as only 2% of today's population identifies with the rural demographic, it can be suggested that there is a need for change in the methods used to educate students deriving from suburban and urban backgrounds within the field of agriculture. If everyone was exposed to the reasoning and logic that goes into raising the animals and plants that are produced for human consumption, videos like the Scarecrow Campaign wouldn't be as effective. However unfeasible the idea of educating the nation in agriculture, if the media continues to promote the companies, acting in their own self-interest, that are responsible for presenting information about the expansive agricultural industry consumers will continue to develop misconceptions about the food they are buying. Ultimately,

as everyone is a consumer of agricultural products, it is important that everyone knows the truth about where their food comes from.

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## **Appendix A**

### ***Demographic Analysis***

1. What is your age?
2. What is your gender?
  - a. Male
  - b. Female
3. What is your class rank?
  - a. Freshman (0-30 credit hours earned)
  - b. Sophomore (31-60 credit hours earned)
  - c. Junior (61-90 credit hours earned)
  - d. Senior or above (91+ credit hours earned)

4. What is your major or program of study?
5. What do you think best describes the area where you have spent the majority of your life?
  - a. Rural (population of <10,000 people)
  - b. Suburban (population of 10,000 – 40,999 people)
  - c. Urban (population of >50,000 people)
6. Have you actively participated in either agricultural education organization 4-H or FFA?
  - a. Yes
  - b. No
  - c. Other \_\_\_\_\_
7. Are you a practicing vegetarian, someone who refrains from consuming animal meat products, or vegan, someone who refrains from eating or using all animal meat and animal products?
  - a. Vegan
  - b. Vegetarian
  - c. Neither
8. What social media sites have you established an active account (an account on which you participate at least once a month)? (Select all that apply.)
  - a. Facebook
  - b. Youtube
  - c. Twitter
  - d. LinkedIn
  - e. Pinterest
  - f. Tumblr
  - g. Google+
  - h. Instagram
  - i. None
  - j. Other \_\_\_\_\_
9. Do you regularly follow businesses on social media sites?
  - a. Yes
  - b. No
10. If you answered yes to question 9, which ones?
11. Do you regularly follow organizations on social media sites?
  - a. Yes
  - b. No
12. If you answered yes to question 11, which ones?

13. Are you familiar with the Chipotle Scarecrow Campaign?
- Yes (Continue to question 14)
  - No (Thank you, you have completed the part 1 of the survey.)
14. If you answered yes to question 13, on which social media sites have you seen information regarding the Chipotle Scarecrow Campaign displayed?
- Facebook
  - Youtube
  - Twitter
  - LinkedIn
  - Pinterest
  - Tumblr
  - Google+
  - Instagram
  - Other \_\_\_\_\_

***Assessment Before Viewing of the Chipotle Mexican Grill Inc. Scarecrow Video:***

- How likely are you to view videos posted on social media by companies or organizations?
  - Very Likely
  - Likely
  - Neutral
  - Unlikely
  - Very Unlikely
- How likely are you to view videos that are posted on social media by friends or followers?
  - Very Likely
  - Likely
  - Neutral
  - Unlikely
  - Very Unlikely
- Agricultural sustainability is the idea that the environment, public health, animal welfare, etc. is protected in the production of agricultural products. How sustainable do you believe current agricultural production practices are?
  - Very Sustainable
  - Sustainable
  - Neutral
  - Unsustainable
  - Very Unsustainable

4. How often do you purchase products from Chipotle establishments?
  - a. Frequently
  - b. Occasionally
  - c. Never
5. Please use the link listed below to view the video before moving on to the next page of the survey:

<https://www.youtube.com/watch?v=lUtnas5ScSE>

***Assessment After Viewing of the Chipotle Mexican Grill Inc. Scarecrow Video:***

1. What is your initial reaction to this video in one sentence?
2. How effective is this video as a marketing strategy (Does this video make you more likely to purchase Chipotle products)?
  - a. Very Effective
  - b. Effective
  - c. Neutral
  - d. Ineffective
  - e. Very Ineffective
3. Do you believe the lack of narration was effective?
  - a. Very Effective
  - b. Effective
  - c. Neutral
  - d. Ineffective
  - e. Very Ineffective
4. Do you believe the choice of background music was effective?
  - a. Very Effective
  - b. Effective
  - c. Unsure
  - d. Ineffective
  - e. Very Ineffective
5. How accurately do you believe the video portrays the dairy industry?
  - a. Completely Accurate
  - b. Accurate
  - c. Neutral
  - d. Inaccurate
  - e. Completely Inaccurate

6. How accurately do you believe the video portrays the poultry industry?
  - a. Completely Accurate
  - b. Accurate
  - c. Neutral
  - d. Inaccurate
  - e. Completely Inaccurate
7. How accurately do you believe the video portrays the industrialized production of crops?
  - a. Completely Accurate
  - b. Accurate
  - c. Neutral
  - d. Inaccurate
  - e. Completely Inaccurate
8. How accurately do you believe the video portrays food processing, manufacturing, packaging, and distribution?
  - a. Completely Accurate
  - b. Accurate
  - c. Neutral
  - d. Inaccurate
  - e. Completely Inaccurate
9. How well do you think you understand Chipotle's message about sustainable agriculture?
  - a. Fully Understand
  - b. Somewhat Understand
  - c. Do Not Understand
10. How do you think this video will affect friends? (Will this video change their purchase patterns regarding Chipotle or other agricultural products?)
  - a. Will Affect
  - b. Not Sure
  - c. Will Not Affect
11. Do you support the arguments made by Chipotle in this video?
  - a. Yes
  - b. Not Sure
  - c. No
12. After watching this video how likely are you to purchase products from Chipotle establishments?
  - a. Very Likely
  - b. Likely
  - c. Unsure
  - d. Unlikely
  - e. Very Unlikely